

WellcomeMat “Outsources” Local Video, Too

February 15, 2008 — 02:02 PM PST — by Kristen Nicole



Online video marketing has really begun to take off, and one of its more active areas of growth is the local business market. The local outsourcing model is being applied to video creation for a number of reasons, like premium search engine content, real estate and television commercials, and as the Internet can better support video streaming, the segment for long tail commercial video production continues to lengthen.

I just mentioned the inclusion of panoramic video tours that are now being layered VibeAgent’s hotel and travel-planning service, and now there’s another service called WellcomeMat, that has created a network for making videos for local businesses to use in their marketing strategies, though the site is very much geared towards real estate professionals. Very similar to TurnHere, WellcomeMat has taken on an “outsourcing model” that lets local businesses across the nation get fairly inexpensive access to professional videographers.

The screenshot shows the WellcomeMat website interface. At the top, it says "You are in: Home / Channels / BostonVideoTours". Below this is a navigation bar with a plus sign and the text "Nashua, New Hampshire Cape". Underneath are buttons for "Video", "Photos", and "Map". The main content area features a large video player showing a house in winter. Below the video player are "0 Comments" and a "Post a Comment" link. To the right of the video player is a profile for "Fred Light", a "Video Producer" in "Nashua, NH". Below the profile is a "My Videos" section with a "Display: List | Map" option. The list includes: "House for Sale" at 5 Harris Street, Nashua, NH (Price: 300,000 | Beds: 4 | Baths: 3); "Real Video: Kennebunk, Maine Horse Farms for sale"; "Business: The Hall and Hall Group" at PO Box 597, Mont Vernon, NH; and "House for Sale" at 5 Abby Lane, North Andover, MA (Price: 1,300,000 | Beds: 4 | Baths: 3.5). At the bottom, there are sections for "5 Connections" (listing Michael D Murphy, Business Owner in Denver, CO) and "4 Networks" (listing "Filming in your state Video Producers" and "Luxury Property Empowering Video").

As WellcomeMat also has a video network of its own, the company is providing some services that are a bit like Brightcove as well. The videos themselves are very user friendly, giving chapter options similar to veotag. All the videos are shareable as well, so WellcomeMat has taken the same distributive tactics as TurnHere in looking to the Internet for the spreading of its clients' content.

As more of these services begin to crop up, the simply integrated ones will likely be the leaders in the space, especially when dealing with the local business sector, as this is seen as a way of bridging the gap between the bricks and mortar world with that of the web. Making a marketing campaign as easy as possible for the every day business owner is the best route to go, so a collection of automated processes and integrated options for getting video content easily searched, viewed across multiple platforms, etc. is what will be most helpful for the clients of these services.